

Key Result Area 2: Research and Evaluation

Goal: Advance the science base and assure accountability for all components of the large-scale, vertically-integrated *California Nutrition Network* by obtaining necessary data and providing technical support required by all partners to plan, deliver, evaluate and continually improve the effectiveness of interventions with diverse FSNE-eligible populations.

Objectives

- I Adult Surveys
- II Adolescent Surveys
- III Children's Surveys
- IV Communication Benchmark Survey
- V Food Security Channel Outcome and Best Practices Evaluation
- VI Semi-Annual Activity Reports
- VII Media Analysis
- VIII Geographic Information System (GIS)
- IX Social Marketing Expertise and Innovation
- X School Health Index
- XI Impact Evaluation of Large Projects
- XII Validation of Dietary Measures for FSNE-eligible Children
- XIII Validation of Spanish-language Dietary Measures for Adults
- XIV *Harvest of the Month* Process Evaluation
- XV Best Practice Evaluation: NIA's and *Farm-to-School* Projects
- XVI *5 a Day Campaign* Evaluations

Work Plan Code Summary KRA 2

Messages/Topics	Key Strategies	Channel
A. Fruit & Vegetables	1. Nutrition Education Classes	a. City Governments
B. Healthier Eating, general	2. Community Events	b. Colleges/Universities
C. Food Safety	3. Retail Promotion	c. County offices of Education
D. Cooking skills	4. Print Media	d. Indian Tribal Organizations
E. Food Security	5. Radio / TV	e. Local Health Departments
F. Food Stamp Program Promotion *	6. Internet/ Web Sites	f. Parks & Recreation
G. Physical Activity Promotion **	7. Training / workshop / conference	g. Non-Profit/Community-Based Agencies
H. Farmer's market promotion ***	8. Advisory Council/Task Force	h. School Districts
I. Breast-feeding	9. Nutrition Education Research/Evaluation	i. State Agencies
J. Childhood Obesity Prevention	10. Promotion of Healthy Communities ****	j. UC Cooperative Extension
		k. Out-of-home advertising
		l. Home Visits
		m. Media Outreach
		n. Work sites (low income)
		o. Food stamp offices
		p. WIC Offices
		q. Health care provider & community clinics
		r. Faith / churches
		s. Community sites (gardens, parks, etc.)
		t. Grocery stores / farmers' markets
		u. Other (Specified in Workplan)

FSNE Eligibles = ≤185% FPL, (Except in cases where indicated otherwise by "FSNE (<130% FPL):", e.g., statewide surveys)

Non FSNE = >185% FPL,

Other = Intermediaries targeting FSNE Eligibles

*= Only provide brief promotional messages, ** = Integrated with nutrition education & does not include outreach,

*** = Integrated with nutrition education (Nut Ed is the primary focus)

**** = "Promotion of Healthy Communities" will include promotion only, not implementation of systems, environmental or policy change.

The promotion will be directly linked, supportive of, and proportionate to direct nutrition education for FSNE clients.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
KRA 2				
OBJECTIVE I: FSNE ELIGIBLE ADULTS By September 30, 2006, continue to track and provide analysis and reports on dietary trends among FSNE eligible adults (18 years and older) in California to evaluate progress toward meeting the 2005 Dietary Guidelines for Americans, the Healthy People 2010 objectives, and the California Food Guide recommendations. Also to assess 2005 fruit/vegetable behaviors, knowledge, attitudes, beliefs, barriers, dietary and physical activity practices, food shopping practices, and food security issues.	Increased FV intake and PA, especially among FSNE eligible adults; Positive relationships between Campaign recall/exposure, media impressions/ direct contacts and FV knowledge/ intake.	Atiedu, SRG (sub-contractor), Hudes, Sugerman, MkNelly, Ghirardelli, Mitchell, Fong, Bellow	\$182,650	Formative: Cognitive testing, field testing, reliability testing; Process: Track quality assurance procedures and data collection; Outcome: Track knowledge, attitudes, behavior, and <i>Campaign</i> recall/exposure, media impressions/ direct contacts; Assess interrelationships.
Summary Information - See Key Activities for acronyms				
(2) Strategies/Methods: Computer-assisted telephone interviews are administered to adults from randomly selected households (historically, with over sampling of Latino, African American, and lower income adults used in the <i>CDPS</i>). (A) Target Information: Target Audience: FSNEeligible adults (18 years or older) Target Data Source: Reported FS use; Reported household income and size Target Area: Statewide Projected Total Contacts: 51,200 --300 (<i>CDPS</i>); 42,000 (<i>CHIS</i>); 4,400 (<i>BRFS</i>); 4,500 (<i>CWHS</i>) Direct: 51,200 Indirect: FSNE (<130% FPL): 10,480 --300 (<i>CDPS</i>); 8,400 (<i>CHIS</i>); 880 (<i>BRFS</i>); 900 (<i>CWHS</i>) Non FNSE (>130% FPL): 40,720 --33,600 (<i>CHIS</i>); 3,520 (<i>BRFS</i>); 3,600 (<i>CWHS</i>) Other: Notes: The estimate used for FSNE (<130% FPL) was 20% based on the 2000 <i>Census</i> . <i>Network</i> funding for <i>CHIS</i> , <i>BRFS</i> , and <i>CWHS</i> , is 5% for <i>BRFS</i> , 10% for <i>CWHS</i> , and none for the conduct of <i>CHIS</i> significantly less than the 20% of the State population representing FSNE eligible persons (<130% FPL). In FFY 2006, all <i>CDPS</i> activities conducted will consist exclusively of <130% FPL adults.				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<p>B) Strategy Information: Message/Topic: A,B, D, E, G, H Strategy: 9 Channel: 1 Notes: The CDPS helps to evaluate the African American 5 a Day Campaign, Latino 5 a Day Campaign, 5 a Day Retail Program, 5 a Day Be Active! Worksite Program, and California Nutrition Network for Healthy, Active Families. It and the CA BRFSS provide supplemental trend data comparable to national data (BRFSS) which supports data triangulation to evaluate the California Nutrition Network for Healthy, Active Families; the large sample size of CHIS allows us to examine data for FSNE eligible adults in more detail and provide county strata and regional level data to our contractors; the CWHs allows us more latitude to examine emerging issues among FSNE eligible women than other omnibus surveys and lets us follow trends over time.</p>				
<p>(3) Existing & (4) New Educational Materials: Type: Survey Instruments, Data Tables, Survey Reports, Fact Sheets, Presentations, Consumer Briefs/Newletters New/Existing: Both Number to be Distributed/Produced: 10,000 Languages: English and Spanish Notes: Materials will be updated as more recent survey data become available.</p>				
KEY ACTIVITIES				
California Dietary Practices Survey (CDPS)				
A. Complete administration of the 2005 <i>CDPS</i> of adults (biennial).		Atiedu, SRG		
B. Analyze <i>CDPS</i> data.		Hudes	\$20,000	
1. 1995, 1997, 1999, 2001, 2003, and 2005 <i>CDPS</i> .				
C. Produce CDPS trend report focusing on findings for FSNE eligible adults.		Atiedu, Fong, Bellow	\$25,000	
Behavioral Risk Factor Survey (BRFS)				
D. Participate in question selection process of 2007 California BRFSS (annual); analyze, compare with national data, and disseminate findings for FSNE eligible adults from the 2004/2005 survey data.		Mitchell, Atiedu	\$71,400	
California Health Interview Survey - Adult (CHIS)				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
E. Participate in question development and selection process for 2007 California Health Interview Survey (CHIS) (biennial); analyze and disseminate findings for FSNE eligible adults from the 2001 and 2003 survey data, focused on the CNN regional level.		Sugerman, Ghirardelli, Mitchell	\$5,000	
California Women's Health Survey (CWHs)				
F. Participate in adult question development and selection process for the 2007 CWHs (annual); analyze and disseminate findings for FSNE eligible adults from the 2004/2005 survey data.		Sugerman, MkNelly, Mitchell	\$61,250	
G. Triangulate findings for FSNE eligible adults from multiple California data sources including the DHS's CDPS, Communication Benchmark Study (see objective 4), BRFs, CWHs, and CHIS.		Atiedu, Mitchell, Fong, Bellow		
OBJECTIVE II: FSNE ELIGIBLE ADOLESCENTS By September 30, 2006, continue to track and provide analysis and reports on knowledge, attitudes, and behavior among teens from FSNE eligible households/families in California to evaluate progress toward meeting the 2005 Dietary Guidelines for Americans, the Healthy People 2010 objectives, and the California Food Guide recommendations across survey years.	Increased FV intake and PA, especially among FSNE eligible teens across years	Ghirardelli, SRG (sub-contractor), Hudes, Fong, Bellow	\$215,000	Formative: Cognitive testing, field testing, reliability testing; Process: Track quality assurance procedures and data collection; Outcome: Track knowledge, attitudes, and behavior; Assess interrelationships.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
Summary Information				
<p>(2) Strategies/Methods: Computer-assisted telephone interviews are administered to teens from randomly selected FS households for the 2006 <i>CalTEENS</i> ; <i>CHIS</i> includes a general statewide sample.</p> <p>(A) Target Information:</p> <p>Target Audience: 12- to 17-year-old teens from FSNE eligible households/families</p> <p>Target Data Source: Teen/Parent reported FS use; Parent reported household income and size in screener</p> <p>Target Area: Statewide</p> <p>Projected Total Contacts: 5,200 --1,200 (<i>CalTEENS-FSNE</i>); 4,000 (<i>CHIS</i>)</p> <p>Direct: 4,500 Indirect:</p> <p>FSNE (<130%FPL): 2,000 --1,200 (<i>CalTEENS-FSNE</i>); 800 (<i>CHIS</i>)</p> <p>Non FSNE (>130% FPL): 3,200 --3,200 (<i>CHIS</i>)</p> <p>Other:</p> <p>Notes: The estimate used for FSNE for CHIS (<130% FPL) was 20% based on the 2000 <i>Census</i> .</p> <p>No <i>Network</i> funding is provided for <i>CHIS</i> , significantly less than the 20% of the State population representing FSNE eligible persons (<130% FPL). In FFY 2006, all <i>CalTEENS-FSNE</i> activities conducted will consist exclusively of ≤130% FPL teens.</p>				
<p>B) Strategy Information:</p> <p>Message/Topic: A, B, D, E, G, J</p> <p>Strategy: 9</p> <p>Channel: 1</p> <p>Notes: The CalTEENS survey evaluates the California Nutrition Network for Healthy, Active Families; the large sample size of CHIS allows us to examine data for FSNE eligible teens in more detail and provide county strata and regional level data to our contractors.</p>				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
(3) Existing & (4) New Educational Materials: Type: Survey Instruments, Data Tables, Survey Reports, Fact Sheets, Presentations, Consumer Briefs/Newletters New/Existing: Both Number to be Distributed/Produced: 10,000 Languages: English and Spanish Notes: Materials will be updated as more recent survey data become available.				
KEY ACTIVITIES				
California Teen Eating, Exercise, and Nutrition Survey (CalTEENS)				
A. Administer the 2006 <i>CalTEENS</i> (biennial).		Ghirardelli, SRG	\$180,000	
B. Analyze <i>CalTEENS</i> Data.		Hudes	\$15,000	
1. 2000, 2002, and 2004 <i>CalTEENS</i> .				
C. Produce CalTEENS trend report focusing on findings for FSNE eligible teens.		Ghirardelli, Fong, Bellow	\$20,000	
California Health Interview Survey - Adolescents (CHIS)				
D. Participate in teen question development and selection process for 2007 CHIS (biennial); analyze and disseminate findings for FSNE eligible adolescents from the 2003 survey data.		Sugerman, Ghirardelli, Mitchell		
E. Triangulate findings for FSNE eligible adolescents from multiple California data sources including the DHS's CalTEENS and Pediatric Nutrition Surveillance System (PedNSS), CDE's Fitnessgram and California Healthy Kids Survey (CHKS), and CHIS.		Ghirardelli, Mitchell, Fong, Bellow		

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
OBJECTIVE III: FSNE ELIGIBLE CHILDREN By September 30, 2006, continue to track and provide analysis and reports on knowledge, attitudes, behavior, and <i>Campaign</i> recall among FSNE eligible children in California to evaluate progress toward meeting the 2005 Dietary Guidelines for Americans, the Healthy People 2010 objectives, and the California Daily Food Guide recommendations across survey years.	Increased FV intake and PA, especially among FSNE eligible children across years; Positive relationships between Campaign recall/exposure, media impressions/ direct contacts and FV knowledge/ intake.	Keihner, Mitchell, Fong, Bellow, Fleishman-Hillard Knowledge Solutions (FHKS)	\$3,000	Formative: Cognitive testing, field testing, reliability testing; Process: Track quality assurance procedures and data collection, assess alternative incentives; Outcome: Track knowledge, attitudes, behavior, <i>Campaign</i> recall/exposure, media impressions/ direct contacts; Assess interrelationships.
Summary Information				
(2) Strategies/Methods: Mailed, parent-assisted 2-day food and physical activity diary; Follow-up, unassisted telephone interview with a subset of the children who completed the diary. For <i>CHIS</i> , computer-assisted telephone interviews are administered to parent proxies for children from randomly selected households. (A) Target Information: Target Audience: 9- to 11-year-old FSNE eligible children Target Data Source: Parent reported FS use; Parent reported household income and size Target Area: Statewide Projected Total Contacts: 8,660 --160 (<i>CalCHEEPS</i>); 8,500 (<i>CHIS</i>) Direct: 8,560 --60 (<i>CalCHEEPS</i>); 8,500 (<i>CHIS</i>) Indirect: 160 --160 (<i>CalCHEEPS</i>) FSNE (<130% FPL): 1,860 --160 (<i>CalCHEEPS</i>); 1,700 (<i>CHIS</i>) Non FSNE (>130% FPL): 6,800 --6,800 (<i>CHIS</i>) Other: Notes: The estimate used for FSNE (<130% FPL) were based on the 2005 <i>CalCHEEPS</i> sample (<130% FPL). No <i>Network</i> funding is provided for CHIS, significantly less than the 20% of the State population representing Food Stamp eligible persons (<130% FPL). will consist exclusively of <130% FPL children.				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
B) Strategy Information: Message/Topic: A, B, D, E, F, G, J Strategy: 9 Channel: 1 Notes: The CalCHEEPS survey evaluates the California Children's 5 a Day—Power Play! Campaign; the large sample size of CHIS allows us to examine data for FSNE eligible children in more detail and provide county strata and regional level data to our contractors.				
(3) Existing & (4) New Educational Materials: Type: Survey Instruments, Data Tables, Survey Reports, Fact Sheets, Presentations, Consumer Briefs/Newletters New/Existing: Both Number to be Distributed/Produced: 5,000 Languages: English Notes: Materials will be updated as more recent survey data become available.				
KEY ACTIVITIES				
California Children's Healthy Eating and Practices Survey (CalCHEEPS)				
A. Produce documentation of methods and complete statistical consultation for the 2005 <i>CalCHEEPS</i> .		Keihner, Mitchell, FHKS	\$3,000	
B. Analyze <i>CalCHEEPS</i> data.		Keihner, Mitchell		
1. 1999, 2001, 2003, and 2005 <i>CalCHEEPS</i> .				
California Health Interview Survey - Children (CHIS)				
C. Participate in question development and selection process for 2007 <i>CHIS</i> (biennial); analyze and disseminate findings of 2003 survey data.		Sugerman, Ghirardelli, Mitchell		
D. Triangulate findings for FSNE eligible children from multiple California data sources including the DHS's CalCHEEPS, Communication Benchmark Study (see objective 4), and Pediatric Nutrition Surveillance System (PedNSS), CDE's Fitnessgram and California Healthy Kids Survey (CHKS), and CHIS.		Keihner, Mitchell, Fong, Bellow		

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
OBJECTIVE IV: LOCAL FOOD AND NUTRITION EDUCATION PROJECT OUTCOME AND BEST PRACTICES EVALUATION By September 30, 2006 Work collaboratively with consultants to engage local contractors in order to produce a report on change in outcomes, lessons learned and areas of need in FSNE eligible populations served by local food and nutrition education contractors based on projects' evaluation-oriented activities and the evaluation technical assistance provided.	Local projects strengthened through incorporation of findings into subsequent activities.	MkNelly, Fournery, Perales (Consultants)	\$42,500	Formative: Identification of best practices; Process: Evaluation technical assistance to projects to document process and outcome indicators; documentation through reports and presentations of the findings; annual and semi-annual reports. Outcome: Network-produced documents posted on website; presentations to local food and nutrition education contractors and partners and in other venues.
Summary Information				
(2) Strategies/Methods: (A) Target Information: Target Audience: FSNE eligible persons Target Area: Statewide Projected Total Contacts: 95,000 Direct: 95,000 Indirect: FSNE: 95,000 Non FSNE: Other:				
B) Strategy Information: D Message/Topic: A, E, F, H Strategy: 1, 2, Channel: g, s Notes: This is evaluation technical assistance and documentation of evaluation-related findings (formative, process and outcome) for the local food and nutrition education channel.				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
(3) Existing & (4) New Educational Materials: Type: Reports, Presentations, Evaluation tools New/Existing: Both Number to be Distributed/Produced: 500 Languages: English Notes: Summary report of channel-specific evaluation; recommendations to guide intervention development and evaluation, disseminated to state program staff, USDA, LIAs, and other appropriate partners and state agencies.				
KEY ACTIVITIES				
A. Staff and consultants provide technical assistance to contractors conducting formative, process and outcome evaluation.			\$15,000	
B. Staff and consultants collect additional information through site-visits, regular communication at meetings, by phone and email, and review of programmatic documents.			\$7,500	
C. Contractor documents lessons learned, outcome changes and areas of future need in overarching annual report, which is used by Network staff to prepare presentations, case studies and brief reports.			\$20,000	
OBJECTIVE V: SEMI ANNUAL ACTIVITY REPORT (SAAR) By September 30, 2006, track the reach and type of nutrition education activities and qualitative findings on promoting healthy low-income communities funded by Network contractors through the online SAAR and the Regional Nutrition Network SAAR.	Analysis of SAAR variables and a report describing main qualitative and quantitative outcomes. Analyses may be stratified by state, regional, LIA programs, channel, and/or sphere of influence. Social network analysis using SAAR data.	Ossa, Fournery, Sugerman, MacIntosh, Pirruccello, Backman, Garbolino, Scruggs, Quinn, PMs	\$5,000	Process: Track number of submitted and missing SAARs. Solicit missing SAARs from contractors. Outcome: Percentage of SAARs obtained from contractors and analyzed; Production of data reports and staff presentations.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
Summary Information				
(2) Strategies/Methods: Contractors complete a web-based activity tracking form on a semi-annual basis. Reports are due 4/15/06 and 10/15/06. (A) Target Information: Target Audience: Contractors complete this for the populations they serve, i.e., FS participants and FSNE eligible persons Target Data Source: 2000 Census, GIS, F/RP school meals Target Area: Statewide Projected Total Contacts: 160 Direct: Indirect: 320 FSNE: Non FSNE: Other (Network contractors): 160				
B) Strategy Information: Message/Topic: A, B, D, E, F, G, H Strategy: 1-6, 9-10 Channel: a-j, q, r Notes: The SAAR collects data on reach and type of FSNE strategies diffused through various channels like mass and small media, large and small group classes and retail settings.				
(3) Existing & (4) New Educational Materials: Type: Existing with minor edits New/Existing: Online Year 10 SAAR Number to be Distributed/Produced: Approximately 160 will be completed online Languages: English Notes:				
KEY ACTIVITIES				
A. Update online instrument and collect SAARs and RNN SAARs				
B. Analyze data.				Track number of submitted and missing SAARs.
C. Prepare results tables and reports.				Production of data reports on reach of nutrition education activities and type.
D. Use SAAR data to conduct social network analysis for each region; prepare report.		Ossa, Consultant	\$5,000	Production of report.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
OBJECTIVE VI: MEDIA ANALYSIS By September 30, 2006, review 1200+ California print media impressions to identify changes in coverage relevant to the California Nutrition Network behavioral objectives.	Changes in the prevalence of print media California articles about a topic that includes selected key words.	Fong, Bellow, Ossa	\$1,200	Process: Utilize evaluative data to assess how the <i>California Nutrition Network</i> public relations activities have shaped print media coverage.
Summary Information				
(2) Strategies/Methods: (A) Target Information: Target Audience: CPNS staff/partners working with FSNE eligible persons Target Data Source: N/A Target Area: Statewide Projected Total Contacts: 500 Direct: Indirect: 500 FSNE: Non FSNE: Other (CPNS staff/partners and USDA): 500				
B) Strategy Information: Message/Topic: A, B E, J Strategy: 4 Channel: m Notes: Key words include: Fruits and Vegetables; <i>California Nutrition Network for Healthy Active Families</i> , <i>California Children's 5 a Day —Power Play! Campaign</i> , <i>California Latino 5 a Day Campaign</i> , <i>California African American 5 a Day Campaign</i> , cancer prevention, health, nutrition, obesity				
(3) Existing & (4) New Educational Materials: Type: Annual News Coverage Analysis Summary Report New/Existing: Both Number to be Distributed/Produced: Varies - goes into Final USDA Report Languages: English Notes: Materials will be updated as more news clippings become available.				
KEY ACTIVITIES				
A. Collect, enter, and analyze news clippings to produce annual summary report of print media coverage.		Fong, Bellow, Ossa	\$1,200	

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
OBJECTIVE VII: GLOBAL INFORMATION SYSTEM (GIS) Provide CPNS contractors and partners with an ongoing, updated GIS that keeps current geo-coded information on FSNE eligible population, FSNE participation, nutrition education opportunities, CPNS program sites, food stamp offices, retail outlets, and a variety of other data layers significant for planning and carrying out Network activities and demonstrating appropriate targeting per FSNE Guidance	Records of meetings and communication between CPNS and contractor; the GIS system itself	Sugerman, MkNelly, Fong, Ginsburg, Maddox Stone [UCSF Contractor]	\$200,522	Process: Number of hits; pages that are most frequently used; quality control measures Outcome: Contractor accuracy at selecting Network-funded sites; contractor satisfaction with site usability
Summary Information				
(2) Strategies/Methods: (A) Target Information: Target Audience: The 190+ Network partners, staff of sister State programs, including WIC, UCCE, Child Nutrition, and Food Stamps; CA Dept.of Education; DSS Target Data Source: Holds contract with Network or has close working relationship Target Area: Statewide Projected Total Contacts: 1000 Direct: Indirect: 1000 FSNE: Non FSNE: Other (CPNS staff/partners working with FSNE eligible persons, including educators working in low-resource schools): 1000				
B) Strategy Information: Message/Topic: A, B, E, F, G, H Strategy: 6, 9, 10 Channel: a-t Notes:				
(3) Existing & (4) New Educational Materials: Type: Global mapping system New/Existing: Both Number to be Distributed/Produced: One Languages: English Notes: One system serves many users simultaneously; no new system will be developed, but the existing GIS will be augmented with new and updated data layers and functionality improvements.				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
KEY ACTIVITIES				
A. GIS - Obtain new/updated software and data.		Stone	\$40,522	
B. Maintain GIS server; continue applications development.		Stone	\$70,000	
C. Train CPNS and Network staff for use in refining program delivery.		Stone, Fong	\$10,000	
D. Analyze geo-coded data to maximize targeting, including targeting of appropriate sites for <i>5 a Day Retail Program</i> .		Stone, MkNelly, Fong, Sugerman	\$50,000	
E. Add and update new data layers to assist with USDA reporting and targeting requirements.		Stone, Sugerman	\$30,000	
F. Provide oversight to work of subcontractor.		Sugerman, Ginsburg, Maddox		
OBJECTIVE VIII: FSNE EXPERTISE AND INNOVATION Support externally conducted applied nutrition education intervention projects from the UC Davis Center for Advanced Studies in Nutrition and Social Marketing (CASNSM) that contribute to the development and evaluation of stronger California Nutrition Network interventions targeting FSNE eligible persons.	Changes in consumption of high calorie, low nutrient foods, fat, fiber, and fruits and vegetables; frequency of meals away from home; and parental dietary changes and also satisfaction with the program.	Sugerman, Ghirardelli Cassady [UCD sub-contractor]	\$85,000	Process: Forms, observations and interviews to assess intervention reach, dose delivered, dose received, fidelity, contextual factors that influence outcome. Outcome: Data are collected pre/post intervention to document performance measures; intervention is completed and report is written.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
Summary Information				
(2) Strategies/Methods: (A) Target Information: Target Audience: FSNE eligible persons Target Data Source: Census track/Current Population Survey local data and or F/RP schools Target Area: Sacramento and/or Yolo counties Projected Total Contacts: 440 Direct: 400 Indirect: 40 FSNE: 400 Non FSNE: Other (Staff from low-resource schools): 40 Notes:				
(B) Strategy Information: Message/Topic: A, B, E, F, G Strategy: 1, 6, 9 Channel: h Notes:				
(3) Existing & (4) New Educational Materials: Type: Class curriculum New/Existing: New: <i>Making Good Food Choices</i> curriculum modeled after the TV reduction work of Dr. Tom Robinson Number to be Distributed/Produced: One curriculum Languages: English Notes:				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
KEY ACTIVITIES				
<p>A. Develop and pilot test a six-week curriculum for <i>Making Good Food Choices</i> that promotes nutrition education, moderating the consumption of high calorie, low nutrient foods, and reducing out-of-home eating. The curriculum will be implemented in an after-school setting for elementary school students in schools where 80% or more children are eligible for free or reduced price lunches.</p>	<p>Changes in consumption of high calorie, low nutrient foods, fat, fiber, and fruits and vegetables; frequency of meals away from home; and parental dietary changes and also satisfaction with the program.</p>	<p>Cassady (contractor)</p>	<p>\$85,000</p>	<p>Process: Forms, observations and interviews to assess intervention reach, dose delivered, dose received, fidelity, contextual factors that influence outcome. Outcome: Data are collected pre/post intervention to document performance measures; intervention is completed and report is written</p>
<p>OBJECTIVE IX: SCHOOL, HOME AND COMMUNITY (SHAC) RATING TOOL FOR PARENTS. By September 30, 2006, conduct nutrition education presentations for parents in a minimum of 15 low resources schools about the elements that support opportunities for fruit and vegetable consumption in the school, home and community. Teach parents how to form a committee and rate supporting elements at school, home and community. Provide parents with skills needed to plan, prioritize and implement synergistic strategies that increase fruit and vegetable consumption opportunities for school children.</p>	<p>Parent rating tool, SOW worksheet and SOW including a description of the changes made in the school, home and community that support fruit and vegetable consumption.</p>	<p>Fourney, Magnuson, Sugerman, NECs</p>		<p>Formative: N/A Process: Number of presentations, parents reached, committees formed and committee participants Outcome: Impact rating tool, planning priorities and change in parent home behaviors</p>
Summary Information				
<p>(2) Strategies/Methods: (A) Target Information: Target Audience: Parents of students at schools >50% FRPM Target Data Source: FRPM % from CDE database Target Area: Statewide Projected Total Contacts: 7,170 Direct: 225 Indirect: 6,945 FSNE: 7,170 Non FSNE: Other: 0</p>				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
B) Strategy Information: Message/Topic: A, B, F, G Strategy: 9 Channel: h Notes: The SHAC is a tool parents may use to identify elements that support healthy eating opportunities in the school, home and community with particular emphasis on building synergy between the school and home.				
(3) Existing & (4) New Educational Materials: Type: Parent implemented rating instrument New/Existing: (a) New Number to be Distributed/Produced: 15 Languages: English Notes:				
KEY ACTIVITIES				
A. Develop and carry out a nutrition education presentation on synergy between home, school, and community for the promotion of increased fruit and vegetable intake among children and their families and how to rate your home, school, and community. Conduct presentations at 15 schools.	Completed presentations.			Process: Completed presentation; number of presentations conducted; parent satisfaction
B. Parents of 15 schools will complete the SHAC	Completed rating tool and SOW			Process: Number of participating schools that identified and ranked improvement priorities Outcome: Change in elements that support or create new opportunities for fruit and vegetable consumption in the school, home or community.
C. <i>Network</i> staff will provide technical assistance, analyze data, report findings to stakeholders and support the implementation of improvement plans.	Data analysis results, reports on findings and technical assistance logs.			Outcome: Changes in the elements targeted by the school's plans.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
OBJECTIVE X: IMPACT EVALUATION OF LARGE PROJECTS By September 30, 2006 conduct at least 25 impact evaluations and report change in knowledge, attitudes and behavior of FSNE eligible populations or intermediaries serving FSNE eligible populations, e.g., teachers providing nutrition education to target audiences. Identify methods and guidelines to evaluate one or more <i>Network</i> projects promoting healthy low-income communities.	Increase in knowledge, attitudes, beliefs and/or behaviors associated with fruit and vegetable consumption	Fourney, Mitchell, Sugerman, MkNelly, Bellow, additional REU staff if needed	\$5,000	Process: Forms, observations and interviews to assess intervention reach, dose delivered, dose received, fidelity, contextual factors that influence outcome. Outcome: Use surveys, case studies and testimonials to quantify and describe the impact nutrition education interventions have on target audiences.
Summary Information				
(2) Strategies/Methods: (A) Target Information: Target Audience: FSNE eligible populations served by Network-funded agencies Target Data Source: GIS, CDE F/RP school database Target Area: Statewide Projected Total Contacts: 7,072 Direct: 7,000 Indirect: FSNE: 7,000 Non FSNE: Other (Contractors implementing evaluation): 72 Note:				
B) Strategy Information: Message/Topic: A, E, F, G Strategy: 9, 10 Channel: a-j, n Notes: Contractors in all channels will be encouraged to conduct impact evaluation.				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
(3) Existing & (4) New Educational Materials: Type: Validated evaluation instruments from established sources New/Existing: Primarily existing, with some modifications Number to be Distributed/Produced: Number will depend on outcomes measured by contractors but likely less than 50 different surveys. Languages: NA Note:				
KEY ACTIVITIES				
A. Train contractors and <i>Network</i> staff to conduct impact evaluation; provide ongoing technical assistance to contractors participating in the impact evaluation; and analyze results to evaluate the impact of nutrition education interventions conducted by contractors	Training presentations; contractor evaluation plans; contractor-returned evaluation data; final report	Fourney, Mitchell, REU staff	\$5,000	Process: Forms, observations and interviews to assess intervention reach, dose delivered, dose received, fidelity, contextual factors that influence outcome. Outcome: Use surveys, case studies and testimonials to quantify and describe the impact nutrition education interventions have on target audiences.
1. Continue to collect validated surveys to measure change in the determinants of the three behaviors promoted by the <i>Network</i> .	Updated compendium of tools to measure change	Fourney, Sugerman, REU staff		Outcome: New instruments identified.
B. Develop methods and guidelines to evaluate promotion of healthy low-income communities related to the three <i>Network</i> objectives.	Selected community nutrition and physical activity promotion evaluation methods standardized and initiated	Fourney, Sugerman, Ghirardelli, Ossa		Formative: Identify methods currently in use to evaluate community-wide change Outcome: Methods and guidelines identified to use for a <i>Network</i> project(s) promoting healthy low-income communities.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
OBJECTIVE XI: VALIDATION OF DIETARY MEASURES FOR FSNE ELIGIBLE CHILDREN By September 30, 2006, assess the validity of parent-assisted, self-reported fruit and vegetable intake among 120 9- to 11-year-old children for the <i>California Children's Healthy Eating and Exercise Practices Survey (CalCHEELPS)</i> .	Measures used in the 2005 CalCHEELPS closely match the gold standard for FV intake; demonstrate validity among FSNE eligible children.	Sugerman, Keihner Block Dietary Data Systems [sub-contractor]	\$150,000	Formative: Cognitive testing, field testing, reliability testing; Process: Track quality assurance procedures and data collection; Outcome: Degree of congruence between CalCHEELPS method and gold standard for FV intake
Summary Information				
(2) Strategies/Methods: Mailed, parent-assisted 2-day food and physical activity diary; Block children's food frequency survey; and two days of detailed 24-hour recalls with the children who completed the diary will be compared. (A) Target Information: Target Audience: 9- to 11-year-old FSNE eligible children Target Data Source: Parent-reported income and food stamp program participation Target Area: Bay Area Projected Total Contacts: 120 Direct: 120 (24-hr recall) Indirect: 120 (diary) FSNE: 120 Non FSNE: Other:				
B) Strategy Information: Message/Topic: A, B, F Strategy: 9 Channel: 1 Notes: This survey evaluates the <i>California Children's 5 a Day--Power Play Campaign</i> .				
(3) Existing & (4) New Educational Materials: Type: Study Report, Presentations, Consumer Briefs/Newletters New/Existing: New Number to be Distributed/Produced: 2,000 Languages: English Notes:				
KEY ACTIVITIES				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
A. Conduct a validation study of FV intake measures used on the 2005 <i>CalCHEEPS</i> diary; provide oversight to sub-contractor.		Sugerman, Keihner, Block [sub-contractor]	\$150,000	
OBJECTIVE XII: VALIDATION OF SPANISH-LANGUAGE DIETARY MEASURE FOR FSNE ELIGIBLE ADULTS By September 30, 2006, refine and validate a low-literacy, Spanish-language nutrition evaluation instrument focused on assessing fruit and vegetable behavior/intake and practical for widespread use for evaluating interventions for the <i>Latino 5 a Day Campaign's</i> target audience.	A validated, low literacy tool for assessing eating behavior among non-English speaking, FSNE eligible Latinas, especially for fruits and vegetables	Sugerman, Fourney, Townsend (contractor)	\$86,000	Formative: Cognitive testing, field testing, reliability testing; Process: Track quality assurance procedures and data collection Outcome: A report on the development and testing of the instrument and its application for evaluating dietary behavior change in FSNE eligible, low-literacy Latinas.
Summary Information				
(2) Strategies/Methods: (A) Target Information: Target Audience: Spanish-language dominant, FSNE eligible Latino Network participants Target Data Source: Self-identification as Spanish dominant and as FSNE participant or eligible Target Area: 3 California counties, divided between Northern and Southern California Projected Total Contacts: 75 Direct: 75 Indirect: FSNE: 75 Non FSNE: Other:				
B) Strategy Information: Message/Topic: A., B, E Strategy: 9 Channel: e, g, j, p Notes: This will be the part of the progression of a project initiated during FFY 2005.				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
(3) Existing & (4) New Educational Materials: Type: Brief dietary assessment measure New/Existing: New translation and examples, but built from an existing instrument that was validated with low-literacy, low-income English-speaking California women of diverse racial/ethnic background. Number to be Distributed/Produced: 150 Languages: Spanish Notes: There presently is no brief instrument appropriate for assessing and evaluating change in fruit and vegetable intake/behaviors that has been validated among Spanish dominant persons. This survey instrument will be used to evaluate future Spanish-language interventions at both the State and local contractor level, and will have nationwide practical application for use with low-literacy, FSNE eligible, Spanish-language dominant Latinas.				
KEY ACTIVITIES				
A. Complete reliability testing of illustrated English-language version of the Food Behavior Checklist (FBC). Translate FBC. Conduct a validation study of a dietary intake/behavior measure appropriate to use with Spanish dominant, low literacy, FSNE eligible clients taking part in nutrition education programs, e.g. WIC, Cooperative Extension, and county health department classes; provide oversight to sub-contractor.		Sugerman, Fourney, Townsend (contractor)	\$86,000	
OBJECTIVE XIII: HARVEST OF THE MONTH PROCESS EVALUATION By September 2006, report process data on Harvest of the Month (HOM) from 6th-8th graders at 4 schools to ascertain if intervention is delivered to target audience as planned.	Reach, dose received, dose delivered, fidelity, contextual factors, required resources and qualitative data that help <i>Network</i> staff gauge the likelihood of success	Ossa, Fourney, Sugerman, Backman, Magnuson, Streng, Pennel, NECs, Russel [sub-contractor]	\$80,000	Process: Collect process data on constructs listed under "Performance Measures" using forms, observations and interviews
Summary Information				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
(2) Strategies/Methods: (A) Target Information: Target Audience: 6th-8th graders in 4 low-income schools Target Data Source: CDE database for > 50% F/RP meals Target Area: Statewide Projected Total Contacts: 3,016 Direct: 3,016 Indirect: FSNE: 3,000 Non FSNE: Other (Teachers administering the evaluation with FSNE eligible children): 16				
B) Strategy Information: Message/Topic: A, D Strategy: 1, 4, 9 Channel: h Notes:				
(3) Existing & (4) New Educational Materials: Type: Process evaluation forms, interview guides and observation protocols New/Existing: New - evaluation of a new intervention Number to be Distributed/Produced: Will be determined once data collection instruments are developed Languages: English Notes: The evaluation methodology is currently being developed.				
KEY ACTIVITIES				
A. Harvest of the Month: Implement HOM intervention, provide oversight to subcontractor conducting evaluation.		Ossa Russel [sub-contractor]	\$80,000	Process: Collect process data on constructs listed under "Performance Measures" using forms, observations and interviews

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
OBJECTIVE XIV: BEST PRACTICES OF NON-PROFIT DEMONSTRATION AND FARM-TO-SCHOOL PROJECTS By September 30, 2006 document through three case studies the nutrition education best practices and lessons learned based on the experience of 1) the California Association of Food Banks' (CAFB) non-profit demonstration project, 2) the Central Valley Health Network (CVHN) non-profit demonstration project, and 3) Network -funded farm-to-school projects in low-resource schools.	Three completed case study reports. Practitioners incorporate lessons learned and most promising educational materials and strategies.	MkNelly, Nishio and consultant	\$10,000	Formative: N/A Process: documenting materials, strategies being used by non-profit demonstration (health centers and food banks) and farm-to-school projects consider most successful and why. Outcome: Implementers education strategies strengthened based on recommendations and best options.
Summary Information				
(2) Strategies/Methods: (A) Target Information: Target Audience: FSNE eligibles served by Network-funded agencies, specifically food banks, community health centers and low-resource schools. Target Data Source: GIS, CDE F/RP school database, food bank and health center tracking data Target Area: Statewide Projected Total Contacts: 570,000 Direct: 570,000 Indirect: FSNE: 570,000 Non FSNE: Other:				
B) Strategy Information: Message/Topic: A, E, F, H Strategy: 1 Channel: g, h, q Notes:				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
(3) Existing & (4) New Educational Materials: Type: Review of one-on-one and class nutrition education materials for report. New/Existing: New - Both Number to be Distributed/Produced: 1,000 Languages: English Notes: Summary reports of nutrition education best practices based on the experience of <i>Network</i> -funded food banks, health centers and farm-to-school projects.				
KEY ACTIVITIES				
A. Conduct site visits, interviews with practitioners, review of program reports and observation of educational sessions in order to carry out process evaluation of the nutrition education materials, strategies and capacity of 1) health centers participating in the Central Valley Health Centers (CVHN) nutrition education project, 2) food banks and food pantries/closets participating in the California Association of Food Banks (CAFB), and 3) <i>Network</i> -funded farm-to-school projects; Write-up in case study form. Disseminate findings through written project and presentations. Coordinate the development of specific learning objectives for the farm-to-school case study with the farm-to-school leadership project working group.	Completed case study report.	MkNelly, Nishio, consultant	\$10,000	Formative: develop questionnaire and interview guide. Outcome: case study reports and presentation of findings to stakeholders.
Objective XV: Increase and maintain evaluation and other scientific measures of the California 5 a Day Campaign . <i>*Additional funding for the 5 a Day--Be Active! Worksite Program: Total CDC PBG: \$54,901</i> Notes: The term "5 a Day" will be used in the campaign name until the re-branding of the National 5 A Day Program is complete. All materials and publications related to the 5 a Day Campaign, however, will reflect the 2005 Dietary Guidelines for Americans and MyPyramid.			\$ 360,000	

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
Summary Information				
(2) Strategies/Methods: (A) Target Information: Target Audience: <i>Children's 5 a Day--Power Play! Campaign:</i> children, ages 6-11 years, and their FSNE eligible parents; <i>Latino 5 a Day Campaign:</i> FSNE eligible Latino adults, aged 18-54 years, and their families; <i>African American 5 a Day Campaign :</i> FSNE eligible African American adults, aged 18-54 years, and their families; <i>5 a Day Retail Program:</i> operators of supermarkets, small chain and independent grocery stores that are located in qualifying (FSNE eligible) census tracts, and FSNE eligible families; <i>5 a Day--Be Active! Worksite Program:</i> FSNE eligible and middle-income working adults, FSNE eligible Latino agricultural workers, and worksite gatekeepers. Target Data Source: Census tract data (<185% FPL), consumer survey data Target Area: Various communities throughout California Projected Total Contacts: Direct: 100,570 Indirect: FSNE: 35,544 Non FSNE: 33,556 Other (intermediaries and partners that work with FSNE eligible adults and children): 15,850				
B) Strategy Information: Message/Topic: A,G (primary); B,C,D,E,F (secondary) Strategy: 1,2,3,4,5,6,9,10 Channel: g,h,k,m,n,q,r,s,t Notes:				

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
(3) Existing & (4) New Educational Materials: Type: <i>Children's 5 a Day--Power Play! Campaign</i> : summary reports of pilot tests and focus groups; <i>Latino 5 a Day Campaign</i> : <i>Latino 5 a Day</i> consumer survey and summary report, report of <i>Fruit, Vegetable, and Physical Activity Toolbox Usage and Evaluation Survey</i> ; <i>African American 5 a Day Campaign</i> : <i>African American 5 a Day</i> consumer survey and summary report, summary report of <i>Toolbox</i> pilot test, summary report of low-income housing unit pilot test; <i>5 a Day Retail Program</i> : summary report of shopper intercept surveys, summary report of retail exit surveys, summary report of first-of-the-month merchandising and promotion study; <i>5 a Day--Be Active! Worksite Program</i> : summary report of the catering truck study, summary report of the Fit Business Kit pilot test, summary report of the fruit and vegetable worksite snack study; <i>California 5 a Day Campaign</i> : media study report. New/Existing: New summary reports; no consumer materials. Number to be Distributed/Produced: 15,620 Languages: English Notes:				
KEY ACTIVITIES				
A. <i>5 a Day--Power Play! Campaign</i> state and regional activities will be evaluated.				See KRA I, Objective IV for further description of the <i>5 a Day--Power Play! Campaign</i> 's scope of work.
1. Provide evaluation-related technical assistance to Regional Nutrition Networks to assist with process and small-scale impact evaluations of <i>5 a Day--Power Play!</i> projects.	Technical assistance record; lead agency feedback	Garbolino, Meigs, Keihner		Technical assistance will be provided to ensure the process evaluation systems are being used appropriately and consistently.
2. Extract <i>Power Play!</i> -related data from the Regional Nutrition Network semi-annual activity reports and use to monitor and evaluate regional activities and assess overall <i>Campaign</i> reach.	<i>Campaign</i> reach; composition of <i>Campaign</i> reach	Meigs, Keihner		Summary report; use of results in report analyses.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
3. Test new <i>Campaign</i> components and materials being considered for adoption or adaptation.				
a. Pilot test school materials for children ages 6 to 8/grades K-3. (see KRA I, Obj. IV.D.2.) The children will be from FSNE eligible families.	Quantitative and qualitative feedback from intermediaries	Garbolino, Meigs, Elam, Keihner, MSIII	\$5,000	Written survey with all pilot test participants and follow-up telephone interviews with subgroup of pilot test participants.
b. Pilot test parent-targeted components through Regional Nutrition Networks. (see KRA I, Obj. IV.D.2.) The testing will be conducted with FSNE eligible parents of elementary-age children and partners who work with this audience.	Qualitative feedback from parents and partners	Garbolino, Meigs, Elam, Keihner, MSIII		Written feedback forms and in-person interviews with parents and partners.
c. If necessary, focus group test new Campaign messaging and graphics concepts with English- and Spanish-speaking 9- to 11-year-old children from FSNE eligible families, based on the results of the re-branding process. (see KRA 1, Obj. IV.D.4.)	Focus group final report and recommendations	Garbolino, Backman, Meigs, Keihner, MSIII	\$45,000	Focus groups with 9- to 11-year-old children from FSNE eligible families, separated by gender and by primary language spoken (English or Spanish)
4. Provide input into the design, implementation, analysis, and reporting of the biennial CalCHEEPS survey through participation on CPNS CalCHEEPS review panel. Input will ensure usefulness of data for Campaign evaluation and improvements related to 9- to 11-year-old children from FSNE eligible families.	Input provided and modifications incorporated	Garbolino, Meigs, Backman		
B. <i>Latino 5 a Day Campaign</i> state and regional activities will be evaluated.				See KRA 1, Objective V for further description of the <i>Latino 5 a Day Campaign</i> 's scope of work.
1. Provide evaluation-related technical assistance to Regional Nutrition Networks to assist with process evaluations of <i>Latino 5 a Day Campaign</i> projects.	Technical assistance record; lead agency feedback	Martin, Tovar, Perez, MkNelly		Technical assistance will be provided to ensure the process evaluation systems are being used appropriately and consistently.
2. Extract <i>Latino 5 a Day</i> - related data from the Regional Nutrition Network semi-annual activity reports and use to monitor and evaluate regional activities and assess overall <i>Campaign</i> reach.	<i>Campaign</i> reach; composition of <i>Campaign</i> reach	Martin, Tovar, Perez, MkNelly		Summary report; use of results in report analyses.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
3. Compile, analyze, and report the findings of the 2005 <i>Latino 5 a Day</i> consumer survey. The data gathered from the survey will make a unique contribution to the CPNS data pool.	Number of completed surveys from festival, farmers'/flea market, and retail events; report of findings	Martin, Tovar, Perez, MkNelly, Contractor (TBD)	\$15,000	The survey is administered to a sample of Latino adults that attend Latino 5 a Day festival, farmers'/flea market, and retail events. The survey measures perceived barriers to fruit and vegetable consumption and physical activity. Demographic information, such as household income, family size, and use of social services, is gathered to provide additional evidence of appropriate USDA targeting. The survey findings will be shared with the Regional Nutrition Networks, as well as other Network partners that serve FSNE eligible adults.
4. Track the use of the Fruit, Vegetable, and Physical Activity Toolbox for Community Educators by community-based organizations and direct health service providers that serve FSNE eligible Latinos. The tracking will be conducted by the Regional Nutrition Networks.	Number of completed tracking forms; summary of findings.	Martin, Tovar, Perez, MkNelly		The tracking forms will enable the Regional Nutrition Networks to document the number of FSNE eligible Latino adults that were exposed to the Toolbox activities.
5. Enter, analyze, and report the findings of the <i>Fruit, Vegetable, and Physical Activity Toolbox Usage and Evaluation Survey</i> , which assesses the use of and level of satisfaction with the <i>Toolbox</i> activities.	Number of completed surveys; report of findings	Martin, Tovar, Perez, MkNelly, Contractor (TBD)	\$13,000	The report from the <i>Usage and Evaluation Survey</i> will assist the <i>Latino 5 a Day</i> staff in making revisions to the <i>Toolbox</i> in future years.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
6. Provide input into the design, implementation, analysis, and reporting of the biennial CDPS survey through participation on the CPNS CDPS review panel.	Input provided and modifications incorporated	Backman, Martin		
<i>C. African American 5 a Day Campaign</i> state and regional activities will be evaluated.				See KRA 1, Objective VI for further description of the <i>African American 5 a Day Campaign</i> 's scope of work.
1. Provide evaluation-related technical assistance to Regional Nutrition Networks and Faith-based Community Projects to assist with process and small-scale impact evaluations of <i>African American 5 a Day Campaign</i> projects.	Technical assistance record; lead agency feedback	Scruggs, Bradford, Atiedu, Backman		Technical assistance will be provided to ensure the process evaluation systems are being used appropriately and consistently.
2. Extract <i>African American 5 a Day</i> -related data from the Regional Nutrition Network and Faith-based Community Project semi-annual activity reports and use to monitor and evaluate regional activities and assess overall <i>Campaign</i> reach.	<i>Campaign</i> reach; composition of <i>Campaign</i> reach	Scruggs, Bradford, Atiedu		Summary report; use of results in report analyses.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
3. Compile, analyze, and report the findings of the 2005 <i>African American 5 a Day</i> consumer survey. The data gathered from the survey will make a unique contribution to the CPNS data pool.	Number of completed surveys from church, festival, farmers'/flea market, and retail events; report of findings	Scruggs, Bradford, Atiedu, Contractor (TBD)	\$12,000	The survey is administered to a sample of African American adults that attend African American 5 a Day church, festival, farmers'/flea market, and retail events. The survey measures perceived barriers to fruit and vegetable consumption and physical activity. Demographic information, such as household income, family size, and use of social services, is gathered to provide additional evidence of appropriate USDA targeting. The survey findings will be shared with the Regional Nutrition Networks, as well as other Network partners that serve FSNE eligible adults.
4. Pilot test selected activities of the Fruit, Vegetable, and Physical Activity Toolbox for Community Educators with FSNE eligible African American adults. The pilot test will be conducted in community-based organizations that serve FSNE eligible African American adults.	Results of the pilot test	Backman, Scruggs, Atiedu	\$20,000	Evaluate the effectiveness of selected Toolbox activities among FSNE eligible African American adults. Effectiveness will be determined by measuring whether African American adults achieve the learning objectives of each activity and whether the activities are culturally appropriate.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
5. Pilot test nutrition education activities in 3 to 5 low-income, predominately African American housing units that are located in qualifying (FSNE eligible) census tracts. Activities may include, but are not limited to, distribution of nutrition education materials, food demonstrations, and nutrition education classes.	Results of the pilot test	Backman, Scruggs, Atiedu	\$55,000	Conduct surveys with FSNE eligible African American adults to determine the effectiveness of the nutrition education activities. If deemed effective, outreach in low-income housing units that meet the USDA guidelines will be included as an intervention channel of the African American 5 a Day Campaign.
D. Evaluate the <i>5 a Day Retail Program</i> .				See KRA 3, Objective VIII for a complete description of the <i>5 a Day Retail Program's</i> scope of work.
1. Conduct, compile, and analyze retail exit surveys that are completed by retailers located in qualifying (FSNE eligible) census tracts. The data gathered from the survey will make a unique contribution to the CPNS data pool.	Results of retail exit surveys	Backman, Kuar, MSIII, Sugerman, Contractor (TBD)	\$15,000	The surveys will measure retailer interest in and commitment to partnering with the <i>5 a Day Retail Program</i> in the future and gather suggestions on how to improve the merchandising and promotion program.
2. Conduct shopper intercept surveys with FSNE eligible grocery store customers to measure the effectiveness of updated point-of-sale materials and food demonstrations.	Results of shopper intercept surveys	Backman, Kuar, MSIII, Sugerman, Contractor (TBD)	\$20,000	The shopper intercept surveys will measure perceptions and opinions about the updated point-of-sale materials and food demonstrations, as well as awareness of fruit and vegetable messages.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
	Consumer purchases of selected fruit and vegetable items; completed report	Backman, Kuar, MSIII, Sugerman, Contractor (TBD)	\$50,000	The pilot test will measure the impact of "first-of-the-month" fruit and vegetable merchandising and promotion on selected fruit and vegetable purchases made in grocery stores located in qualifying (FSNE eligible) census tracts. A minimum of 10 grocery stores will participate in the pilot test.
4. Using available GIS resources and retail industry data, update the existing list of retail establishments that are located in qualifying (FSNE eligible) census tracts in California.	Completed grocery store list	MSIII, Stone, Contractor (TBD)	\$5,000	Usability of updated grocery store list.
E. <i>5 a Day--Be Active! Worksite Program</i> components will be pilot tested and evaluated.				See KRA 1, Objective VII for further description of the <i>5 a Day--Be Active! Worksite Program's</i> scope of work.
<p>1. Pilot test the Fit Business Kit components (e.g., vending machine and cafeteria standards and marketing tools, stairwell promotion tool, meeting standards for healthy eating and physical activity, Take Action! employee wellness program, farmers' market/community supported agriculture/fruit and vegetable promotion tool, and walking club promotion and marketing tool).</p> <p>*Additional funding: \$10,000 CDC PBG</p> <p>Pro-ration: Total funding for this activity is \$15,000, with 67% of the funding from CDC PBG and 33% of the funding from USDA. Fifty percent of the pilot test sites will be low-wage worksites, which are located in qualifying (FSNE eligible) census tracts. The proportion of low-wage worksites that will participate in the pilot test is greater than USDA's financial contribution.</p>	Feedback on the feasibility, appropriateness, and usability of the tools by business leaders and employees in mostly low-wage worksites; completed report	Backman, Carman, Cook, Sugerman	\$5,000	Pilot test Fit Business Kit components in a minimum of three small/medium and three large-sized worksites in California. The pilot tests will measure the feasibility, appropriateness, and usability of the tools among business leaders and employees.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
<p>2. Conduct a catering truck pilot study to determine the effects of fruit and vegetable promotion and availability on consumer purchases.</p> <p>*Additional funding: \$44,901 CDC PBG</p> <p>Pro-ration: Total funding for this activity is \$79,901, with 56% of the funding from CDC PBG and 44% of the funding from USDA. Fifty percent of the catering trucks that participate in the pilot study will serve low-wage businesses, which are located in qualifying (FSNE eligible) census tracts. The proportion of participating catering trucks that serve low-wage businesses is greater than USDA's financial contribution.</p>	Consumer purchases of fruit and vegetable items provided at catering trucks; completed report	Backman, Cook, Sugerman, Carman	\$35,000	Develop methods to track purchases of selected fruit and vegetable items at catering trucks during a 3-month pilot test period. Measure the effects of fruit and vegetable merchandising and merchandising plus lower prices on the purchase of selected fruit and vegetable items.
<p>3. Develop final report that summarizes the findings of the fruit and vegetable worksite snack study.</p> <p>USDA is providing 100% funding for this activity because the study was conducted in low-wage worksites exclusively.</p>	Completed report	Backman, Cook, Sugerman, Carman	\$20,000	The evaluation was conducted in FY2005 to determine how the availability of fruit and vegetable snacks influences fruit and vegetable consumption among low-wage, FSNE eligible workers.
F. Complete a <i>California 5 a Day Campaign</i> media study.				
<p>1. Develop final report that summarizes the findings of an outdoor advertising and magazine study.</p>	Completed report	Backman, Scruggs, Martin, Pennel, Contractor (UCLA)	\$25,000	The study was conducted in FY2005 to determine whether outdoor advertisements in FSNE eligible communities and magazines that are read frequently by FSNE eligible consumers contain more unhealthy food and sedentary lifestyle images and messages than their higher income counterparts.

(1) Goals & Objectives, (2) Strategies/ Methods, (3) Existing & (4) New Educational Materials	(5) Performance Measures	Assigned Staff	Budget Year 06	(6) Evaluation Plans
G. Evaluate physical activity integration projects.		Micheletti, Consultant (TBD), Ossas		
1. Develop and implement an evaluation plan for the 11 regional nutrition and physical activity specialists.	Tracking tools, surveys, evaluation plan, summary report of findings		\$20,000	An evaluation plan designed for the newly established nutrition and physical activity specialists will assist in determining the level of physical activity integration among nutrition education programs within each region in the state.